



**December 2005**

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## • **Legislative Update**

### **Introduced:**

-On November 17, S. 2037 (Ken Salazar, D-CO), A bill to establish the **Sangre de Cristo National Heritage Area** in the State of Colorado.

### **Scheduled Hearings:**

-On November 15, Senate Energy Subcommittee on National Parks held a hearing on S. 505 (Kyl), a bill to amend the Yuma Crossing National Heritage Area Act of 2000 to adjust the boundary of the **Yuma Crossing National Heritage Area**.

The Subcommittee also heard testimony on S. 1544 (Byron Dorgan, D-ND), a bill to establish the **Northern Plains National Heritage Area** in the State of North Dakota.

### **Bills Passed:**

On November 15, the House of Representatives passed H.R. 326 (Raul Grijalva, D-AZ) to amend the Yuma Crossing National Heritage Area Act of 2000 to adjust the boundary of the **Yuma Crossing National Heritage Area** and for other purposes. The bill was amended to cite a map reference for the boundary change, and to remove the portion of the bill that authorized an extension of the sunset date.

### **Markups:**

On November 16, the House Resources Committee marked up H.R. 1728 (Russ Carnahan, D-MO), to authorize the Secretary of the Interior to study the suitability and feasibility of designating the **French Colonial Heritage Area** in the State of Missouri as a unit of the National Park System, and for other purposes. Note: the study would look at the feasibility of designating the area as a unit, not a national heritage area.

-For list of legislation currently introduced in the 109<sup>th</sup> Congress, visit <http://www.cr.nps.gov/heritageareas/LEG/introbills109.pdf>

## • **This Month in the Heritage Areas**

-In addition to recognizing five of its partners for their achievements in preserving the cultural heritage of the area, the **Schuylkill River National Heritage Area** received recognition at its annual Autumn Reception. Paul Sanford, director of stewardship for the American Canoe Association, honored the SRNHA for its recent designations as a National Recommended Water Trail and Water Trail Champion for 2005. The SRHA is one of only

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12 water trails throughout the United States and Canada to receive the first-time ever designations.

As a Nationally Recommended Water Trail, the SRHA has earned the right to use a special ACA seal of approval in maps, signs, and other printed materials related to the Schuylkill River water trail. The recommendation assures paddlers that the trail has met certain requirements, including public access points; maps, guides, signage or a website of reasonable quality; and printed materials that communicate low-impact ethics for trail users. For more information on the Schuylkill River Water Trail, visit <http://schuylkillriver.org>

-The **Baltimore City Heritage Area** (BCHA) has received a number of awards and some media attention lately. The state-certified heritage area received the Maryland Tourism Council's 2005 Tourism Industry Award for Best New Product for Heritage Walk. The Baltimore Sun newspaper and Channels 11 and 13 covered a number of the area's programs



during an event with Mayor O'Malley on October 24th at the Tremont Grand, which featured the Authentic Baltimore program (<http://www.authenticbaltimore.org>), the Grant Fund awards, and a project at PS 103, Thurgood Marshall's first public school (<http://www.baltimoresun.com/business/realestate/balto.archcol31oct31,1,6649312.column>).

Ed Gunts did an article on the new Inner Harbor Visitor Center trailhead, "Pointing the Way for Visitors" (<http://www.baltimoresun.com/news/opinion/ideas/bal-id.vision13nov13,1,1937651.story>). The BCHA was also awarded a grant from the Maryland Historical Trust for the PS 103 project at a ceremony in the Pennsylvania Avenue Target Investment Zone. BCHA is currently undergoing a study to assess the feasibility of becoming a national heritage area. For more information, visit <http://www.baltimorecity.gov/government/heritage>

**MotorCities National Heritage Area** (MotorCities) has entered into a Cooperative Research and Development Agreement (CRADA) with the U.S Army's Tank Automotive Research, Development and Engineering Center (TARDEC) and the National Automotive Center (NAC). The partnership agreement will showcase the Southeast Michigan region's critical role as the "Arsenal of Democracy" past, present and poised for the future. The agreement will enable MotorCities to feature new collaborative technologies that will benefit both the military and the public sector. The newly formed partnership will also enable cooperation with area schools, museums, historians and tourism interpretive professionals to develop educational programs and interactive experiences celebrating the region's critical role as the Arsenal of Democracy. MotorCities and TARDEC will tell the story through compelling exhibits, site tours and Web-based information, including an educational experience for students with an emphasis on pursuing engineering and science careers. For more information on MotorCities, visit <http://www.ExperienceEverythingAutomotive.org>

The **Shenandoah Valley Battlefields Foundation** and Shenandoah County have formally released a preservation plan for the Fisher's Hill and Tom's Brook battlefields near Strasburg, VA. The plan documents the battles themselves, identifies land protection priorities, and suggests possible preservation techniques for these battlefields.

The plan was developed by a Citizens Steering Committee of local landowners with advice from the county and other stakeholders. The Shenandoah Valley Battlefields Foundation coordinated the effort as part of its preservation mission, which is defined in the Shenandoah Valley Battlefields National Historic District Management Plan. Phoebe Kilby and Barry Carpenter of Sympoetica, planning and design firm headquartered in Woodstock, Virginia, and Dr. Joseph Whitehorne of Lord Fairfax Community College were the principal consultants on the project.

Funding for the plan was provided by a grant from the American Battlefield Protection Program of the National Park Service with matching funds from the Shenandoah Valley

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Battlefields Foundation. The plan is already being implemented by a number of battlefield landowners who are working with the Battlefields Foundation to place their land under conservation easements. Others have offered to sell land to the Foundation so that it will be preserved, pending completion of appraisals and other steps that must be taken to determine value. The Fisher's Hill and Tom's Brook Battlefields Preservation Plan is the second such plan coordinated by the Battlefields Foundation. In 2002, the Foundation worked with Rockingham County and landowners at the Cross Keys and Port Republic battlefields to create a similar plan for those battlefield areas. For more information, visit <http://www.shenandoahatwar.org/>

## ● Update on Hurricane Katrina Relief Efforts

-More than 75 National Park Service natural and cultural resources experts have volunteered to respond to requests for assistance from the Federal Emergency Management Agency. Cultural resources staff have deployed to FEMA headquarters, the National Response Coordination Center, and the Louisiana and Mississippi Joint Field Offices. In addition, the National Park Service's interdisciplinary Museum Emergency Response Team was mobilized and deployed to salvage national park collections and archeological resources. More than 10,000 objects have been triaged and relocated. More information on the NPS role in providing hurricane relief is online at <http://www.ncptt.nps.gov/default.aspx?m=208>

## ● Grants and Awards Opportunities

-The **6<sup>th</sup> Global Travel and Tourism Summit**, cosponsored by TIA, will be in Washington, D.C., April 11-12, 2006. This is the first time the summit will be held in the United States, and is expected to attract more than 800 participants from around the world. The summit will include the **Tourism for Tomorrow Awards**, which promote and encourage the world's leading examples of tourism best practices. Awards are given in four categories:

- **Destination Award** for a destination which comprises a network of tourism businesses and organizations which has shown a dedication to, and success in, maintaining a policy of sustainable management incorporating social, cultural, environmental and economic aspects as well as multi-stakeholder engagement;
- **Conservation Award** to any tourism business, organization or attraction who demonstrate that their efforts to ensure sustainable development have made a significant contribution to the conservation and preservation of natural and/or cultural heritage;
- **Investor in People Award** to a tourism initiative that has demonstrated direct benefits to local people, including the transfer of industry skills that spread the benefits of travel & tourism widely and effectively; and
- **Global Tourism Business Award** is open to any company in any sector with at least 100 employees but the organization must demonstrate sound environmental operations and management, including the education of guests about areas visited, support for cultural and historical preservation, and partnership with other private and public stakeholders.

The deadline for entering the Tourism for Tomorrow Awards is **December 12**. For more information, please visit <http://www.tourismfortomorrow.com>

## ● Conferences and Workshops

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- The **Association for Interpretation (AI)** plans to host its first annual international conference on the subject of heritage interpretation in May 2006 on the island of Puerto Rico. The conference will bring together 150-300 delegates from 30-40 nations in an effort to create opportunities for professional development for attendees and establish a network for professional associations and individuals involved in heritage interpretation around the globe. This capacity-building network will allow the exchange of ideas and facilitate working partnerships between nations with established interpretive organizations and developing nations that need assistance with the promotion and instigation of interpretive facilities to enhance tourism experiences, benefit local economies, and sustain sensitive cultural and natural heritage resources. For more information on the conference, visit <http://www.interpnet.com/iwh/>

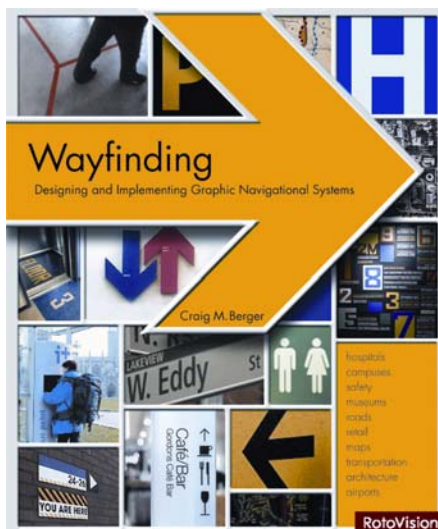
## ● Publications and Resources

-The National Trust for Historic Preservation has just released a 20-page publication entitled ***Getting Started in Heritage Areas***. Authored by Brenda Barrett and Carroll Van West, *Getting Started in Heritage Areas* examines how national, state and local heritage areas get started and suggests ingredients for their success. The booklet also provides step-by-step advice for regions that want to launch their own heritage area initiative. The publication is available from the National Trust Preservation Books website at <http://www.preservationbooks.org/index.asp?page=showbook.asp?key=328> for \$8. Main Street, Standard and Forum members can purchase the book at a discounted price.



-**Wayfinding: Designing and Implementing Graphic Navigational Systems**, edited by Craig M. Berger with contributions from the Society of Environmental Graphic Design membership, provides guidelines for designing and implementing signage systems to organize and clarify increasingly complicated public spaces. The book argues that effective design of wayfinding systems needs to be a collaborative process, and provides guidelines and tools for designers, architects and landscape architects, and planners and administrators working in a broad range of fields to create effective information systems.

A chapter on ***Heritage Areas and Parks***, authored by Jerome Cloud of Cloud Gehshan Associates (CGA), uses the Ohio & Erie National Heritage Canalway project as a primary example, and references the Delaware and Lehigh National Heritage Corridor and the Schuylkill River National and State Heritage Area as well as projects by other design firms worldwide. Mr. Cloud considers a full range of concerns of parks or heritage areas in need of brand identity, signage and interpretive planning.



This 176-page publication contains over 250 color photos and illustrations, making it a comprehensive reference tool for heritage areas wishing to embark on an effective regional brand identity and wayfinding strategy. The publication retails at \$45.00. It is available on Amazon for \$29.70 in hardcover. ISBN#: 2-88046-818-3.

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## • Other News

- Nine notable arts & cultural organizations around the country are forerunners of an initiative called **Shifting Sands - Art, Culture & Neighborhood Change** housed under the Ford Foundation's community development sector. These organizations, which include Arts at Marks Garage; Nuestras Raices; Queens Museum of Art; Walt Whitman Center; Center for Creative Community Development; Movimiento de Cultural Latina Americana (MACLA); Project Row Houses; ASHE Cultural Arts Center; and **HandMade in America**, part of the **Blue Ridge National Heritage Area**, are all engaged in asset-based community development. They use arts and culture as the glue for economically disadvantaged neighborhoods where "sands are shifting" -- where changing demographics and market forces are affecting longtime residents. The tensions that arise between different racial, ethnic and income groups in transitioning communities can and are being addressed through arts and culturally-based initiatives.

*Shifting Sands - Art, Culture & Neighborhood Change* is currently seeking new organizations to receive grants. If you are an arts and cultural organization interested in working to resolve tensions that result from shifting demographics, socioeconomics, urban reform, generation and cultural gaps, please contact Penny Cuff at [pcuff@livable.com](mailto:pcuff@livable.com) or Laura Tan at [ltan@livable.com](mailto:ltan@livable.com). To learn more about the Shifting Sands initiative, visit <http://www.cultureshapescommunity.org>

-Job Opportunity: **Preservation Kentucky, Inc.** is seeking a qualified individual to manage a three-year rural preservation pilot project in Central Kentucky, in cooperation with the National Trust for Historic Preservation. The National Trust is coordinating the **Rural Heritage Development Initiative**, which is funded through a grant from the W. K. Kellogg Foundation to implement preservation-based economic development strategies in rural areas.

Responsibilities: Coordinating a wide range of consulting and training services within the region; working with regional leaders to implement key projects; tracking indicators, managing data collection, and documenting results; communicating with key regional, state, and national leaders; attending training workshops and participating in other related professional development opportunities; becoming knowledgeable about National Trust programs and resources; and representing Preservation Kentucky, the Kentucky Heritage Council, and the National Trust, when appropriate.

Qualifications: Bachelor's degree or above in community development, historic preservation, rural economic development, planning, communications and marketing, or similar field. A minimum of three years' work experience or the equivalent in a related field. Knowledge of region and historic preservation practices preferred. Excellent written and oral communication skills and computer skills critical. Office located in Hodgenville, Kentucky; must live in or be willing to relocate to the region; travel required within the region and to selected national conferences and workshops. Salary range \$35 – \$40K, commensurate with experience; benefits negotiable.

Application deadline: **December 12, 2005**. E-mail or send cover letter and resume to Preservation Kentucky, Inc., [director@preservationkentucky.org](mailto:director@preservationkentucky.org), P. O. Box 262, Hodgenville KY 42748.

Note: The National Trust has also advertised a position for a Field Representative for the Rural Heritage Development Initiative in the Arkansas Delta. The application deadline was November 28, 2005. For more information, mail, fax, or e-mail cover letter and resume to National Trust for Historic Preservation, Office of Human Resources, 1785 Massachusetts Avenue NW, Washington DC 20036; fax 202-588-6059; e-mail [jobs@nthp.org](mailto:jobs@nthp.org)

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- **For more information on heritage areas, visit our [website](#).**

-If you have heritage area news to share with the 650+ readers who receive this e-bulletin, please feel free to send it to the editor.

**Please forward this bulletin to others who may be interested, and encourage them to join our e-bulletin address list.**

- Reach the editor at [suzanne\\_copping@contractor.nps.gov](mailto:suzanne_copping@contractor.nps.gov)
- Reach the National Coordinator of Heritage Areas at [Brenda\\_Barrett@nps.gov](mailto:Brenda_Barrett@nps.gov)
- Past issues available at <http://www.cr.nps.gov/heritageareas/rep/bb.htm>
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